

#IPA
Social
Works

Onken yogurt

Using a social newsroom to deliver greater reach and drive purchase consideration

Agencies: Karmarama, Three
Monkeys

The first cross-industry collaboration between



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Market context

In 2012 yogurt was being advertised as the stuff of dreams; a quick fix to 'super-skinny-me' or a pseudo-luxury product. By contrast, Onken, the yogurt brand owned by Emmi, was repositioned using a TV campaign to communicate the simple message, 'Just Real Tasty Yogurt', as the perfect antidote to a yogurt world gone mad.

Two years later, the message was still right but with enough budget to run just one to two weeks of TV media, Onken needed to rethink.

Having experienced a tough year for distribution cuts, our relationship with retailers was key. Yeo Valley (our closest competitor) provides retailers with own label product and also employs a heavily promotional based strategy, which only strengthened its position. The threat of being delisted is always present in this category, but this danger increased significantly over 2014.

Business and marketing objectives

The key objective of Onken's campaign was to maintain awareness and consideration levels despite a significantly decreased spend on marketing. A secondary objective was to optimise Onken's presence and targeting ability across owned channels. The period covered by this case study was January to October 2014.

Creative/media strategy

It would take something extraordinary to engage both consumers and retailers. We decided to create an always-on, entertaining content platform. This approach meant taking a brave step away from product advertising to entertain first and earn the right to talk about our product.

With the budget for just one TV ad, we built a bespoke Onken Newsroom – a new permanent fixture at Karmarama – and contracted presenters to shoot two films per week giving our audience a round up of the most positive and inspiring stories online. Just like our yogurt, our content was 'Just Good Stuff'.

Channel choice

Our content was designed to be seeded and shared on social media channels, including Facebook and YouTube. In addition, by taking this strategy, we were able to test constantly, learn and target our media.

We used the Facebook and YouTube dashboards and targeting tools to pull data for monthly reporting sessions back to our client where we proposed both new creative and targeting tests for the following month.

This closer working relationship allowed us to respond to business challenges faster as a client-agency team. Developing this ability has become crucial to maintaining and building positive retail customer relationships throughout 2014. This became an unplanned campaign objective throughout the year, which our approach has allowed us to respond to.

Measurement

From month two of targeting on Facebook and YouTube, our views were 90-98% from 35-55 year old women (TV only promises 70% viewer demographic accuracy). Our media spend over-delivered against the previous year's TV spend too - achieving 30% more views per £1.

This impact has been achieved by driving our 'cost per like' down to £0.60 from a base of the initial £1.60 to reach our tricky target audience of 35-55 year old females.

Crucially, all of these views were from people clicking and actively choosing to watch (rather than being broadcast to) with the majority watching 90% through the videos.

Our Facebook following has increased by over 50,000 so far and we've achieved and maintained the status of 'most engaged page' within our direct competitor set from February through until now. Our engagement rate (see below) has averaged at 5% - more than double what any other page gets.

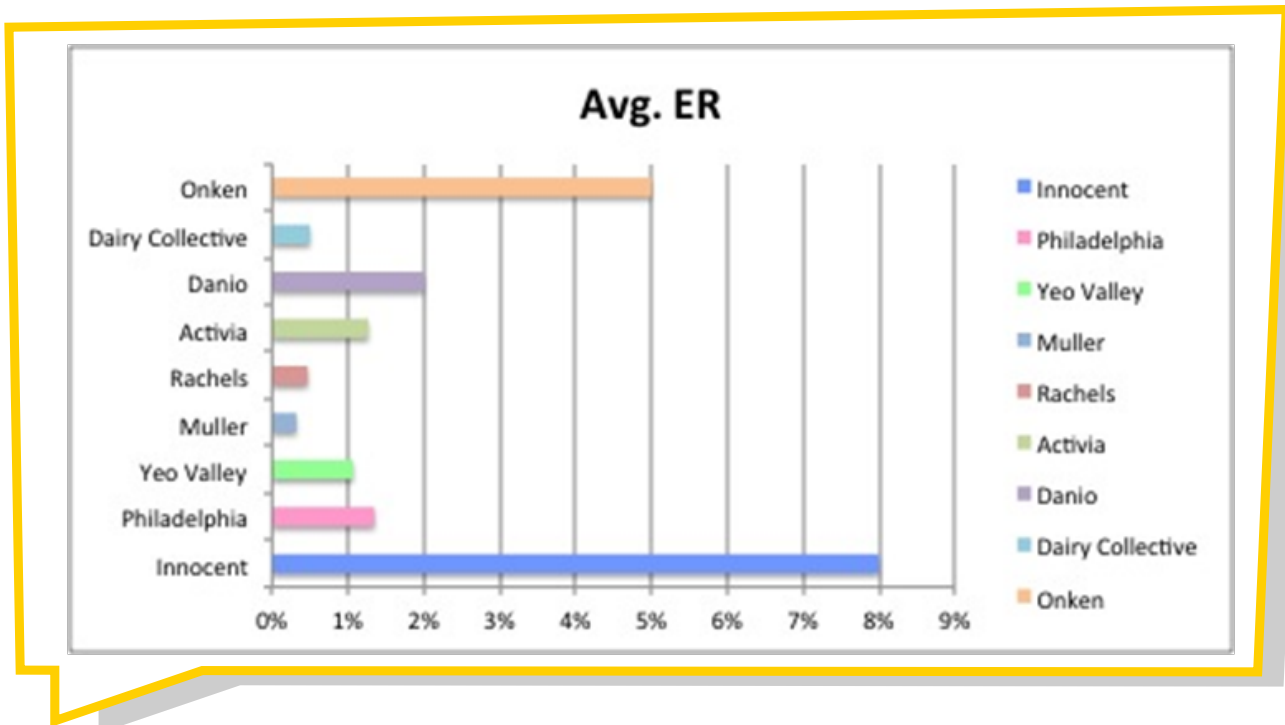


Fig 1: Engagement rate – calculated as the % of people who see a Facebook page who engage with it. Data averaged from January to October 2014.

Results/business benefits

Our brand tracking (supplied by Brainjuicer quantitative market research 2014) demonstrated that amongst our target segment, awareness of 'Just Good News' was at 6%. However, when we only look at target consumers 'who like brands on Facebook', this rises to 20%. To have achieved this level of awareness for advertising, with such a comparatively low spend which was spread across the year, has exceeded even our own expectations.

In addition, brand tracking showed that purchase consideration has remained constant from the previous year at 91% who probably or definitely would buy despite an almost halved marketing spend.

Our social monitoring has also picked up a striking increase in organic 'likes' of product and offer posts (which regularly exceed 100 organic likes now, whereas previously likes would peak at 30), demonstrating that our newly won audience is right for our brand.

Always-on media has allowed us to respond to retailers faster. We've seen far more engagement than we've had in the past on posts informing our fans about retailer offers. This is particularly noteworthy in our collaboration with Morrisons, the supermarket group.

During a key Morrisons sales period, we changed our targeting to Morrisons shoppers. In the week that we changed this targeting and supported in-store promotion, Onken had its highest Morrisons sales ever. Although this is a correlation not causation, there is no explanation for this other than advertising effectiveness, as we had run the same promotion in April and on a like for like basis unit sales were 6.5% higher with the social media support than without this support.

In effect, we sold an extra 40,000 pots of yogurt in Morrisons which we attribute to campaign activity. What's even more compelling is that 29,000 of those 40,000 were the Mango and Cherry flavours that featured in our communications – these flavours in isolation had 11% more unit sales than the previous unsupported offer!

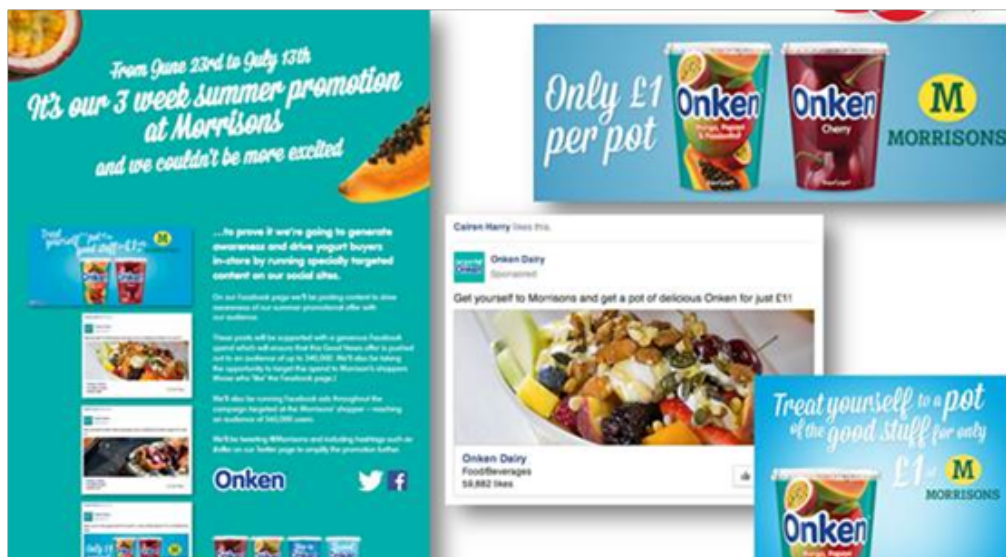


Fig 2: Sample promotion run by Onken with Morrisons supermarket.

Key learnings

- Social media can outstrip the reach ROI of TV when we retain the flexibility to test, learn and optimise within the targeting.
- Seeding hero entertainment content to grow an audience can then be supported by product focussed content organically placed to drive product consideration.
- The combination of an active community and a flexible budget can allow for speedy reactions to retail customer promotions, leading to strong sales correlations.
- Being able to show retail customers how social media works can form stronger relationships between them and the brand, protecting future distribution.

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